

Keith-O'Brien Company

Beautiful Muslin Underwear

The COMBINATIONS are exceedingly fine; the MATCH SETS, in two, three and four pieces, will delight any bride; the NIGHT DRESSES are dreams, if you please, while the PETTICOATS are perfect expressions of filmy art.

These garments are as snow white as a field of waving cotton.

Cotton is an interesting growth of nature, from early spring when the seed is planted (it is planted every year) on through its growth and cultivation. When it first comes up it is a delicate plant, but with the proper cultivation it is soon quite large, well branched out and by about the first of July it begins to bloom or blossom. Now these blossoms are not the cotton bolls, but the blossoms that form the bolls, same as the apple blossom forms the apple. These blossoms drop off about the third day after they bloom, leaving a tiny pod, or boll, as we call it. This boll grows for about two months until it is near the size of a walnut. It is then ripe and bursts open, turning the lint out as you see it in the boll we have presented you. It is then ready for picking. The picker pulls the lint out of the burs, leaving them on the stalks. This cotton, as it is picked, the seed being in it, is known as cotton seed. The seeds are separated from the lint by the cotton gin. The lint is packed into bales of about 500 pounds and shipped to factories for making all kinds of cotton goods. The seed are used for planting the next spring, and also for making cotton seed oil, meal, etc.

LADIES' NIGHT DRESSES—Four good staple styles in night robes; one V neck with tucks and embroidery, one high neck with fine tucks finished with ruffle, and one high neck with fine tucks, two rows of embroidery insertion finished with ruffle, one slipover with embroidery and val lace, made of fine sheer muslin and cambric; January sale price, 59c.

Included is one high neck, long sleeves, one slipover, and one V neck. Excellent values, at 79c.

LADIES' NIGHT DRESSES—About 25 slipover styles, and about 4 of high neck and long sleeves. This line is especially strong; some are of attractive sheer materials, other fabrics a little heavier; lace, torchon and embroidery trimmed; the new Madeira embroidery, also the new gray embroidery; looks like hand work. January sale price, 98c.

LADIES' NIGHT DRESSES—In varied styles and trimmings; good materials, and good widths; special, \$1.25.

LADIES' NIGHT DRESSES—In the daintiest of materials and trimmings and of latest designs; trimmed with fine val, torchon and Irish laces; tucks, medallion, Madeira yokes, embroideries and beading—\$2.00 to \$18.75.

ATTRACTIVE GOWNS—Of sheer materials in all the latest designs, trimmed with torchon laces, val laces, beading and ribbon; some are the slipover styles, some empire and the high neck—\$1.49.

LADIES' DRAWERS—Good quality cambric lawn, hemstitched ruffle with pin tucks; sizes 23 to 27; special, 25c.

FINE CAMBRIC DRAWERS—Soft muslin or long cloth; regulation leg, or circular drawer, embroidery or torchon lace trimmed. January sale price, 50c.

Extra fine material, butterfly, circular or regular styles; all nicely trimmed—75c.



ANNUAL JANUARY SALE OF DAINY GARMENTS WHICH WE HAVE SUBJECTED TO THOROUGH TESTS AS TO MATERIAL, SEAM, TUCK, TRIMMING AND STYLE. BACK OF THE TEST IS EXPERIENCE

LADIES' CHEMISE—Knee length, top embroidery trimmed or long chemise with ruffle, on the bottom and top, lace trimmed—59c.

LADIES' LONG CHEMISE—Made of fine sheer long cloth, top trimmed in laces, skirt trimmed in hemstitched ruffle—98c.

Many other attractive chemise, at \$1.75 to \$3.75.

MATCHED SETS—Four-piece set corset cover, drawn skirt and gown; trimmed in German val lace. January sale, \$10.00.

MATCHED SET—Four-piece set; gown, corset cover, skirt and drawers; trimmed in val lace and embroidery, insertion and beading. January sale price, \$13.75.

MATCHED SET—Drawers and corset cover combination and gown; daintily trimmed in rows of val insertion set together with dotted embroidery, finished in val lace. January sale price, \$17.50.

MATCHED SET—Combination drawer, corset cover and gown; made of fine sheer material, trimmed in German val lace and insertion, and lace medallion, drawn with wash ribbon. January sale price, \$19.75.

TABLE LINENS AND NAPKINS.

\$1.00 quality, bleached, special, yd.79c
\$1.25 quality, cream and bleached, yd.1.00
\$1.50 quality, cream and bleached, yd.1.25
\$2.00 quality, cream and bleached, yd.1.50

Our entire line stock napkins reduced 20%.

ODD TABLE CLOTHS AT LESS THAN 1/2 PRICE IN OUR JANUARY SALE.

30-inch Persian Lawn, special, yd.19c
32-inch Persian Lawn, special, yd.29c
32-inch Persian Lawn, special, yd.35c
45-inch Persian Lawn, special, yd.39c

INDIA LINONS.

12 1/2c grade special, yd.10c
15c grade, special, yd.12 1/2c
20c grade, special, yd.15c
22 1/2c grade, special, yd.17 1/2c
25c grade, special, yd.20c
30c grade, special, yd.22 1/2c
35c grade, special, yd.25c

PURE LINEN HUCK TOWELS.

20x36-in. 25c grade, each19c
20x36-in. 35c grade, each25c

FANCY LINEN TOWELS, A LINE AT 1/2 PRICE, SLIGHTLY SOILED.

COTTON HUCK TOWELS.

17x34-in. Hemmed, doz. \$.59
18x36 Hem doz \$.95
19x36 Hem doz \$1.10

Casual examination will show that the lingerie is fine, the workmanship above the ordinary and the styles perfect. We have carefully gone over every garment, and each one bears the stamp of excellence.

Therefore the news we tell you is good news.

The exquisite, filmy wear comes from Eastern rural river districts where dainty needlework is an art acquired by contented young women of the country side—made in sanitary, airy, roomy mills, where splendid machine and electric power cut out drudgery. Selected materials, well paid labor, directed by specialists, augmented by scientific methods, bespeak for the production a standard of quality, beauty and cleanliness not possible in the sweat-loft factories of New York, where unsanitary conditions exist—where the dreaded slogan is heard: "Make them cheap."

No, what we offer you is typified by highest thought, strengthened by skill, perfected machinery and advantageous surroundings, where every effort is concentrated upon producing fine lingerie. Yes, we offer you the best—by virtue of quality, by excellence of style—the very best.

MATCHED SET—Princess combination drawer and corset cover; gown and petticoat trimmed in wide pleat val and fillet lace, drawn with wash ribbon. January sale, \$21.75.

MATCHED SET—Princess butterfly drawer and corset cover combination and gown; combination set together with lace. January sale price, \$39.75.

LADIES' COMBINATIONS—Ladies' combination drawer or skirt and corset covers; fine sheer muslin, lace and embroidery trimmed—59c.

DRAWER AND SKIRT AND CORSET COVER COMBINATIONS—Made of fine sheer muslin and cambric, trimmed in torchon and val lace, embroidery and Madeira embroidery beading and dainty ribbon—98c.

Attractive line of combination corset cover and drawer and skirt, made of fine sheer nainsook and long cloth and band materials, trimmed in laces and embroidery. Special for this sale, \$1.49.

LADIES' PETTICOATS—Of soft finished muslin, wide flounce, five small tucks, finished with ruffle of embroidery. January sale price, 95c.

SHEETS AND PILLOW CASES.

72x90-in. Welded Sheets, special, each39c
76x90-in. Welded Sheets, special, each59c
81x90-in. Seamless Sheets, special, each69c
81x90-in. Pequot Sheets, 12 1/2c Pillow Cases, ea.9c
15c Pillow Cases, ea. 12 1/2c
17 1/2c Pillow Cases, ea. 14c
20c Pillow Cases, ea.16 2-3c
25c H. S. Pillow Cases, ea.19c

PALMA SHEETS AND CASES, HEMMED AND HEMSTITCHED. DISCOUNTED 10 PER CENT.

HAND EMBROIDERED PILLOW CASES AND BED SPREADS ONE-FOURTH OFF.

BATH MATS.

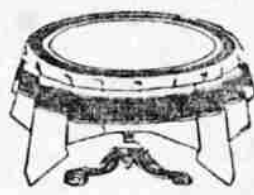
22x36, special, each50c
25x44, special, each98c
24x48, special, each98c

BLEACHED MUSLINS.

Arlington Muslin, special, yd. 8 1-3c
Standard Brands, special, yd.10c
Starlight Cambric, special, yd.10c
Cloth of Gold Nainsook Finish, special, yd.12 1/2c

NEW FLAXON WAISTINGS, IN STRIPES AND CHECKS, 25c, 29c AND 35c A YARD.

25c Dimities, Swisses and Madras Waistings, yd.19c
35c Mercerized Waistings, yd.25c
50c Fine Mercerized Waistings, yd.39c



Keith-O'Brien's

Annual White Goods and Linen Sale

TWO STRIKING FEATURES: PRICE QUALITY

CROCHETED BED SPREADS, HEMMED AND FRINGED.

\$1.25 Spread, special \$1.00
\$1.50 Spread, special \$1.25
\$2.75 Spread, special \$2.25
\$3.00 Spread, special \$2.50

2000 YARDS OF CRASH TOWELING AND GLASS CLOTH, ALL IN SHORT LENGTHS, FROM 1/2 TO 5 YARDS: 10c, 12 1/2c AND 15c GRADES.

200 DOZ. TURKISH TOWELS, ODDS AND ENDS, 1-3 LESS.

NAINSOOKS.

12-yd. pes., \$1.75 grade, special \$1.39
12-yd. pes., \$2.00 grade, special \$1.69
12-yd. pes., \$2.75 grade, special \$2.19
12-yd. pes., \$3.00 grade, special \$2.50
12-yd. pes., \$3.50 grade, special \$2.75

BOXED NAINSOOK.

Fine Mercerized, \$2.25 grade, \$1.98
Fine Mercerized, \$2.75 grade, \$2.39
Fine Mercerized, \$3.00 grade, \$2.50

LONG CLOTH.

12-yd. pes., \$1.75 grade, special \$1.39
12-yd. pes., \$2.00 grade, special \$1.69

We will present our customers with 300 souvenirs (we have only a limited number) of cotton. We feel we could give them nothing more interesting than a boll of natural cotton, for there is certainly no commercial plant so pretty. It might well be called "The Commercial Rose," for there is no garden more beautiful than a snow-white cotton field.

And again, no plant has been so prominently connected with history, song and romance as cotton of the south.

It might be of interest to some of our customers to pull the seed out of the boll that we have presented them and plant them, and by the use of a hot house late in the season, they might grow cotton here; anyway, they could see the young plant while it was growing.

PETTICOATS—Fine muslin, top, deep 3-section lawn flounce, six groups of pin tucks. January sale price, \$1.25.

PETTICOATS—Fine muslin, deep flounce of extra good quality of polka dot embroidery. January sale price, \$1.25.

PETTICOATS—Good quality muslin, top, deep flounce, two rows of pin tucks, wide lace insertion and ruffle, finished with wide lace. January sale price, \$1.50.

PETTICOATS—A particularly strong line and a larger assortment than ever. One excellent value has fine muslin, top, extra deep open work, embroidery flounce. Another has fine long cloth, top, deep, fine lawn ruffle and trimmed in val lace and insertion. Numerous other good styles. January sale price, \$2.75.

PETTICOATS—Fifteen styles and every one entirely different; some embroidery trimmed, some lace trimmed, some ribbon trimmed; all well made. January sale price, \$3.75.

We have many pretty styles and trimmings in petticoats at \$5.00 to \$25.00.

LADIES' SHORT SKIRTS—Good fine musline top, lawn ruffle, with three tucks. January sale, 50c.

LADIES' CIRCULAR SHORT SKIRTS—Made of fine long cloth, neatly trimmed and extra well made—\$1.25 to \$3.75.

LADIES' GOLF SKIRTS—Made of good quality material and trimmed in embroidery. These are made for misses and ladies of short stature. Length, 34 to 38 inches. January sale price, \$1.75 to \$3.75.

CORSET COVERS—Fine muslin trimmed in val lace, drawn with ribbon. January sale, special, 25c.

CORSET COVERS—Fine, soft muslin and long cloth; one with all-over embroidery front, others trimmed in embroidery; several with val and torchon lace. January special, at 49c.

CORSET COVERS—Fine materials, trimmed in lace medallion, embroidery, beading and ribbon—75c to \$5.00.

LADIES' SOILED PRINCESS SLIPS—No two alike. Half prices.

CHILDREN'S DRAWERS—1 to 10 years—10c a pair.

CHILDREN'S GOWNS—1 to 12 years—50c.

LADIES' BAS-SIERES—Some have lace or embroidery edging; others embroidery insertion.

LADIES' SPRING PYJAMAS—Full line, muslin, chambray and swastette; \$1.50 to \$5.00.